

# Customer Journey Map: Heritage Treasures - An In-Depth Analysis of UNESCO World Heritage Sites

## Scenario:

A data analyst or stakeholder explores UNESCO heritage data using the Tableau dashboard.

## STEPS & EXPERIENCE:

### 1. Discover Project

- What they experience: Learn about the Heritage Treasures dashboard from academic circles, conferences, or internal team briefings.
- Interactions: Email, project announcement slides, briefings.
- Goals: "Help me understand how this dashboard can support my heritage research."
- Positive: Interest in the project's capabilities.
- Negative: May feel overwhelmed if the intro is too technical.
- Opportunities: Provide a short demo or explainer video.

### 2. Access Dashboard

- What they experience: Visit the online Tableau platform to open the dashboard.
- Interactions: Clickable dashboard link, login portal.
- Goals: "Help me quickly access the dashboard without hurdles."
- Positive: Simple UI is welcoming.
- Negative: Login or access issues.
- Opportunities: Simplified login, guest access option for demo.

### 3. Explore Key Visualizations

- What they experience: Views like 'Sites by Country', 'Sites at Risk', 'Inscription Trends'.

- Interactions: Tableau filters, tooltips, map interactions.
- Goals: "Help me explore site patterns and conservation issues."
- Positive: Interactive, intuitive interface.
- Negative: Too many filter options may confuse some users.
- Opportunities: Onboarding or guide for new users.

#### 4. Generate Insights

- What they experience: Discover patterns (e.g., regions with endangered sites).
- Interactions: Download, export visuals; report generation.
- Goals: "Help me extract insights to support decisions or research."
- Positive: Insightful and informative visuals.
- Negative: Data gaps if fields are not complete.
- Opportunities: Offer pre-built reports, suggestions.

#### 5. Share or Collaborate

- What they experience: Export visuals or share dashboard with peers.
- Interactions: Share link, embed code, presentation export.
- Goals: "Help me communicate findings effectively."
- Positive: Shareable content boosts adoption.
- Negative: Format or compatibility issues.
- Opportunities: PDF/image download options, integration with PowerPoint.

#### 6. Follow-Up Engagement

- What they experience: Receive updates or feedback prompts.
- Interactions: Email notifications, follow-up surveys.
- Goals: "Help me stay informed and contribute feedback."
- Positive: Enables feedback loop.

- Negative: Notification fatigue.
- Opportunities: Customize frequency, opt-in feedback.

#### Positive Moments:

- Easy to explore data across filters
- Discovering surprising trends (e.g., endangered sites in unexpected regions)
- Using visual stories in presentations

#### Negative Moments:

- First-time login friction
- Too many filter combinations
- Incomplete metadata

#### Opportunities for Improvement:

- Personalized dashboards based on user profile (e.g., researcher, policymaker)
- Contextual tooltips or guides per visual
- Export-ready infographics

#### Key People:

- Stakeholders: Researchers, UNESCO officials, tourism boards
- End Users: Data analysts, students, educators, heritage organizations